

Venom Lures

The Sweetest Dream part 3

The Better Beaver

As we mentioned before in previous articles the fishing tackle industry is a giant that never sleeps. Somewhere there's a lure designer sitting at a workbench or drawing table coming up with new ideas for a lure or soft plastic bait so that it works better, lasts longer, possesses more fish catching qualities, and comes in more colors that will overall beat any existing lure on the market in sales.

The Sexy Shad can be one example of such an endeavor, as would be a few of the soft plastic baits now on the market. From the days of the Mann's Jelly Worm and wood carved plugs to today's computer generated designs of perfection, the lure business has always been driven by the power of an idea.

At Venom Lures they took a rather simple approach to an idea, take one proven soft plastic bait and combine it with the qualities of another proven winner. From that simple idea the Better Beaver was born.

Available in seven different colors on Venom's online store the four inch Better Beaver is a versatile and compact lure with an action all its own. Packaged and fortified with Mega Strike the bait is ready for whatever style of rigging the angler prefers. For my review I chose the color that I have all the confidence in the world in using, the Roadkill.

Actually the Roadkill is a special blend of colors that give a natural transition affect which reflects well in the water. It also works well when used as a trailer for jigs that sport green, brown and pumpkin hues and shades in their skirts. I noted that no two company's Roadkill colors are ever the same because each company has their own secret recipe when mixing the colors.

While trying to study the origin of the beaver style bait I often wondered just what it's supposed to resemble or mimic in reference to forage base. I often thought of it as a small soft shelled baby turtle or a large Beetle or amphibious insect of sorts. No matter what it may represent to the Bass, there's no denying its effectiveness and versatility.

So what has Venom done to this already proven fish catching lure? Aside from adding the Mega Strike, they've taken a large size 4 inch beaver with reversed molding lines, and added two very thin paddles that sport their own ridge lines. At the end of the bait they've done away with the short craw like tails and added two long thin brush hog style tails.

This gives the bait tremendous action and vibration as it's worked through the water. Anyone that fishes with the brush hog style baits will love this little compact bait with big action. The main body of the bait is thick but soft and pliable so I had no trouble with rigging up this bait. My first application was just a straight Texas Rig with GamaKatsu EWG 3/0 hook and I was impressed at how easily the bait gave way to the hook sets.

I was equally impressed when I used a Shaky Head jig; I could actually feel the vibration the bait makes when I let it fall to the bottom. Continuing with how versatile this bait is, the tail section can also be used as a great trailer for jigs once the main body is torn beyond use much like a brush hog.

Above all the possible applications though, I truly believe I've found a new bait for my Carolina Rig that will be my go-to from here on out. I can't wait to drop shot this bait on Lake Erie also! In closing my review of the Better Beaver I found no issues with availability, versatility, or hook setting. It comes through cover fairly well, and can be fished weightless over thick matted slop and vegetation, though I would recommend a heavy gauge hook for this technique.

The next time you're in need of a bait that possesses great fishing catching qualities in a small package, give the Venom Lures Better Beaver a try and see if their idea can help in your fishing arsenal.

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